

# THE BATT

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## Then there were five: Rev search homes in

By Sarah Medrano

The list of potential Reveille IX candidates has been narrowed down to five and will likely be whittled down even further when the 12-member selection committee meets Friday morning.

Tom Reber, interim vice president for student affairs and chair of the Reveille IX search committee, said two dogs from Houston are among the five, as well as three others from Ohio, Michigan and Minnesota. Reber said if all goes well, Friday's meeting will consist of further progression in finding the perfect applicant.

"The committee has scored each of the dogs and ranked them one through five," Reber said. "We'll share that information and begin to see if there are any dogs we have to eliminate."

While Reveille VII and VIII

have both been from out of state, it is possible that the next "Miss Rev" will come from a local collie rescue in Houston.

Vickey Willard, president of Houston Collie Rescue Inc., said she submitted several photos of prospective collies to the committee and was informed that two of them are still in the running. Willard said the chance of one of the two dogs being selected as Reveille IX is exciting.

"It'd be great simply because we love the breed, and it would be even more awesome for everyone in Houston that loves the college [Texas A&M]," Willard said. "It would mean the world to us to see a rescue dog out there."

Along with reviewing the dogs' overall appearance and personality characteristics Friday, the search

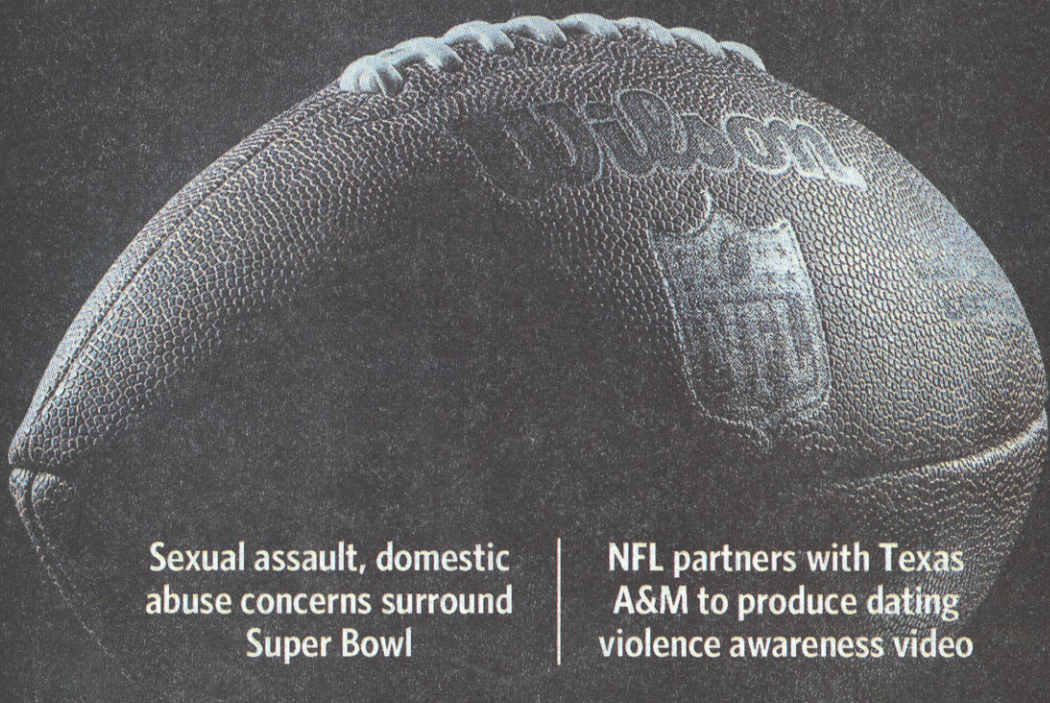
REVEILLE ON PG. 4

# SUPER BOWL XLIX

Seahawks vs. Patriots

Russell vs. Brady

NFL vs. domestic violence?



Sexual assault, domestic abuse concerns surround Super Bowl

NFL partners with Texas A&M to produce dating violence awareness video

By Sam Scott

After an NFL season marred by domestic and sexual abuse scandal, concerns about violence and sexual assault have added another dimension to the sports-heavy discussions that usually surround the Super Bowl.

Prominent NFL players such as Eli Manning and Jason Witten have taken part in public service announcements that began October 2014 to combat domestic violence, and the inaction that perpetuates it. The PSAs, including the most recent one released Tuesday, are part of a campaign called the NO MORE movement, a se-

ries led by the Joyful Heart Foundation.

In the the NO MORE series titled "Speechless," the campaign displays the unscripted emotions that domestic abuse elicits from players and celebrities attempting to talk about the topic.

Tasha Dubriwny, an associate professor of communication whose research focuses on the intersections of feminism, health and politics, said while the PSAs were a necessary response to the controversial issues involving such cases as Adrian Peterson and Ray Rice, the NFL needs to take real steps to tackle the

NFL ON PG. 2

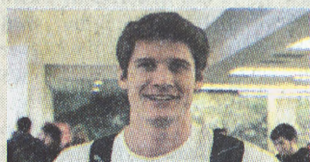
### BATTASKS

How do you plan to spend Super Bowl Sunday?



"My dad is flying me and some of my friends out to watch the Super Bowl."

Kohl Matcek, mechanical engineering freshman



"Going to a friend's house and cheering for the Patriots — don't know why, but I've always liked them."

Caleb Belton, forensic science freshman



"I'm definitely going to a friend's party and we are going to rock out to the Seahawks winning."

Ishanee Chanda, international studies freshman



"Probably go to a coffee shop and 'study' while watching the game."

Katy Crocker, agribusiness sophomore

Photo feature by Shelby Knowles — THE BATTALION

### NFL

## Super Bowl offers annual platform for branding

Aggies weigh in on culture of NFL halftime, commercials

By Victoria Rivas

With much-anticipated commercials and a half-time performance by Katy Perry, the Super Bowl attracts more than just football fans.

Lisa Troy, clinical associate professor of marketing, said the Super Bowl is an opportunity for companies and artists to increase their brand exposure, but it's rare to see an up-and-coming brand label.

"You'll see really established companies and they have very large ads," Troy said. "People have come to look forward to it and expect their ads. For most companies, it's less about increasing sales as much as it is about brand exposure."

However, for previous musical artists, the Super Bowl has led to a sharp increase in sales. Bruno Mars, last year's halftime performer, saw a 180 percent sales increase in his album "Jukebox" in the week following his 2014 Super Bowl performance.

Troy said after exposure to such a large audience, follow-up is important.

"A good thing an artist could do after such an event would be to release an album, or announce a tour," Troy said.

Aaron Glover, instructional assistant professor in theatre arts, however, stressed the importance of an artist's focus on the performance itself. The venue's Super Bowl status and 21st-century technology ensure an artist's performance will be closely scrutinized from every angle — factors that make a flawless

HALFTIME ON PG. 3

### BUSH SCHOOL

## First Lady brings literacy initiative to Bush School with interactive app

By Lindsey Gawlik

Grade school students across the globe got the chance to learn about and interact with American history Thursday morning as the Bush School live-streamed First Lady Barbara Bush reading excerpts from "Rushmore," by Lynn Curlee.

After the reading and an app demonstration, students from across the United States, Canada and Ghana were able to ask Bush questions in a live-stream Q&A session. The oral reading also provided a platform to introduce a new interactive reading app called "Aurasma," by Hall Davidson.

Bush made it her mission in 1989 to increase family literacy, focusing simultaneously on childhood education and adult literacy for parents through the creation of the Barbara Bush Family Literacy Foundation. Bush said she chose literacy as her philanthropy because it is impossible to do well in life without the ability to read.



First Lady Barbara Bush reads excerpts from "Rushmore" Thursday to school children across the nation.

"I chose literacy because every American — I'm quoting Abraham Lincoln — has the right to rise," Bush said. "Every American can't rise unless they can read, graduate from high school, go on to some college or university or community school where they learn a trade."

Bush said America has neglected the people who can't read and that citizens should be grateful for the

teachers who try and teach children how to read.

"If you don't read by third grade, the chances are you are not going to ever read," Bush said. "And then that means you will never get a job, you'll probably go to jail and that's tragic, so I chose literacy because if more people could read, write and comprehend then they will get to

LITERACY ON PG. 4

### PAGE 2: AGGIES IN THE SUPER BOWL

Profiles on Seahawks' Patrick Lewis, Steven Terrell, Christine Michael and Michael Bennett

